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WHAT TO SEE IN NEW YORK

COMPLIMENTS OF THE
JOHN WANAMAKER STORE

WHAT TO SEE IN NEW YORK

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JOHN WANAMAKER
NEW YORK
1911 1912

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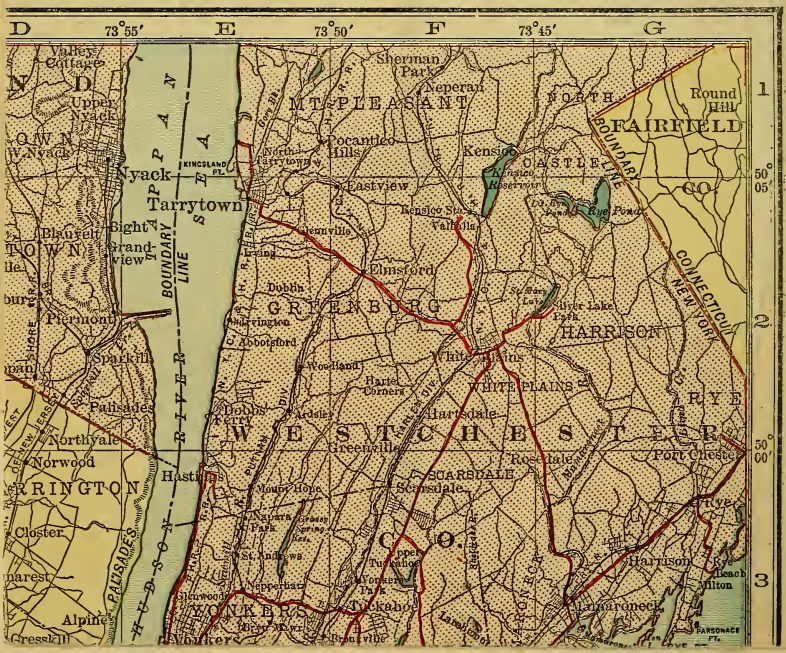
Manhattan Island was purchased from the Indians by the Dutch in 1609. Merchandise to the value of twenty-six dollars was said to be the consideration in this first recorded transfer of New York real estate. On the southernmost tip of the island a few years later was founded New Amsterdam, shut off from the wilderness by a wall extending along its northern boundary on the line of the present-day Wall Street. New Amsterdam flourished under a line of old Dutch governors, the most famous of whom was old Peter Stuyvesant, until 1664, when the town was seized by the English. Its name was changed to New York, in honor of the Duke of York, to whom title to the land had been granted by his brother, King Charles II of England. Except for one year, when the Dutch regained possession of Manhattan Island, the English held sway over New York until the close of the Revolutionary War. New York was a storm center about which there were many campaigns during the Revolution.

In the old days, New York City was composed of Manhattan Island together with two or three small islands in the adjacent waters. In 1898, Greater New York was incorporated. This greater city is composed of five boroughs — Manhattan, Bronx, Brooklyn, Queens and Richmond. By glancing at the map in the back of this booklet one may get a clear idea of the comparative size and arrangement of the several boroughs.

Gift
Rodman Wanamaker
Je. 18, 1924



D
E
F
G
73°55′
73°50′
73°45′
1
2
3
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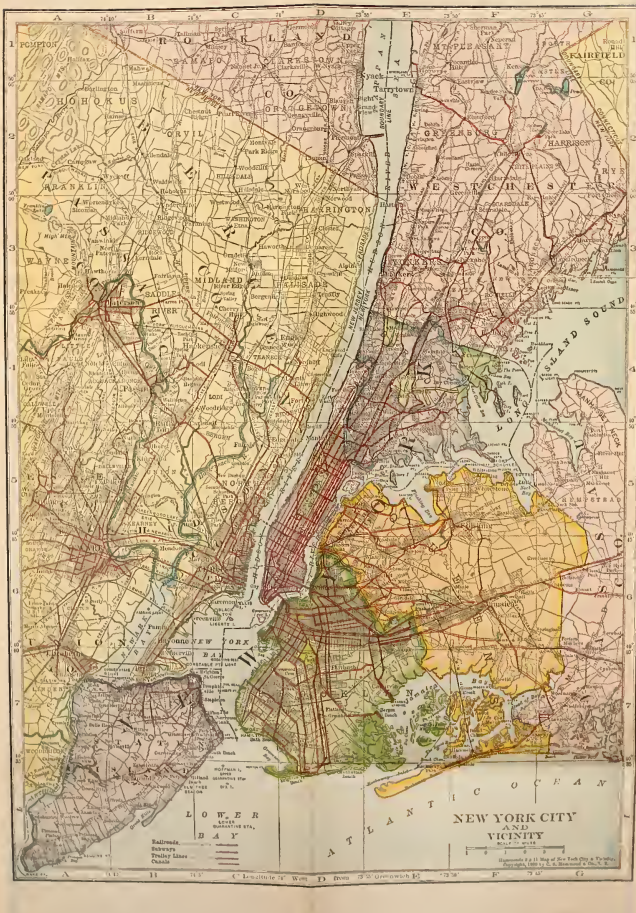
50° 00′
Valley Cottage
Upper Nyack
W. Nyack
Nyack
Tarrytown
Sight
Grand-view
Blauvelt
Piermont
Sparkill
Palisades
Northvale
Norwood
Closter
Alpine
Cresskill
Hastings
Dobbs Ferry
Ardsley
Greenville
Scarsdale
Tuckahoe
Yonkers
Bronxville
Mount Hope
Napara Park
St. Andrews
Nepperhan
Glenwood
Hartsdale
Hartsdale
White Plains
Woodland
Abbotsford
Irvington
Dublin
Elmsford
Glenville
Eastview
Pocantico Hills
North Tarrytown
Sherman Park
Neperan
Kensico
Kensico Reservoir
Valhalla
Silver Lake Park
Round Hill
Rye Pond
Rye
Port Chester
Rosedale
Harrison
Mamaroneck
Rye Beach
Milton
Parsonage Pt.
MT. PLEASANT
GREENBURG
WESTCHESTER
CO.
CASTLE
NORTH
FAIRFIELD
CO.
RYE
HARRISON
WHITE PLAINS
SCARSDALE
YONKERS
TAPPAN
SEA
RIVER
HUDSON
BOUNDARY LINE
CONNECTICUT
NEW YORK
PALISADES
KINGSLAND PT.


NEW YORK CITY
AND
VICINITY
LOWER
BAY
ATLANTIC OCEAN
LONG ISLAND SOUND
NEW YORK BAY
HOBOKUS
HARRINGTON
MIDLAND
WESTCHESTER
HARRISON
FAIRFIELD
Railroads
Subways
Trolley Lines
Canals

NEW JERSEY
NEW YORK
Tenafly
Highwood
Englewood Cliffs
Fort Washington
Fort Chester
Bay Chester
Pelham Bay
Pelham Manor
Pelham Ville
New Rochelle
Rochelle
Orchard Manor
Larchmont
Scotch Caps
LONG BEACH PT.
PREMIUM PT.
Gut I.
Pine I.
Huckleberry I.
Davids I.
Poa I.
The Twins
High I.
Hart I.
City I.
Hewlett Pt.
Sands Pt. Light
Prospect Pt.
Mott Pt.
Barker Pt.
Plum Pt.
Tom Pt.
Manhasset Bay
Manhasset Neck
Port Washington
Flower Hill
Great Neck
North Hempstead
Manhasset Hill
Manhasset
Thomaston
Great Neck Sta.
Lit. Neck Sta.
Douglaston
Surprise
Hempstead
Locust Pt.
Throgs Neck
Fort Schuyler
Whitestone Pt.
Whitestone
Willets Pt.
Totten
Little Neck Bay
Coll Point
Finishing Bay
Sanford Pt.
Bayside
Flushing
Creedmoor
Queens
Bellerose
Floral Park
New Hyde Park
Elmont
Franklin Sq.
Hollis
Woodhull Park
Jamaica
Maple Grove
Forest Park
Ridgewood
Glendale
Dunton
St. Albans
Springland
Jamaica Sound
Springfield
Fosters Meadows
Norwood
Valley Stream
Rosedale
Lynbrook
Aqueduct
New York
Flatbush
Canarsie
Jamaica Bay
Idlewild
Goose Creek
Nigger Pt.
Green Pt.
Head of Bay
Woodmere
Hewlett
Cedarhurst
Inwood
Lawrence
Far Rockaway
Bergen Beach
Flatlands
So. Greenfield
Sheepshead Bay
Barren Is.
Hollands
Oceanus
Rockaway
Beach Chan.
Hammels
Broad Chan.
Jo Cos Marsh
Big Egg Marsh
Big Chan.
Little Bay
Hicks Beach
Shelter I.
Long Beach
Broad Chan.
Sheepshead Bay
Long Island Sound
Manhasset Neck
Great Neck
Hempstead
Queens
Flatbush
Canarsie
Jamaica Bay
40° 55′
40° 50′
40° 45′
40° 40′
40° 35′
4
5
6
7

There are 318 square miles in the greater city, with a water front of over 300 miles. By the census of 1910 the population is distributed as follows: Manhattan, 2,331,542; Bronx, 430,980; Brooklyn, 1,634,351; Queens, 284,041; Richmond, 85,969; total, 4,766,883.

The immigrant station on Ellis Island, through which nearly a million prospective citizens are annually received

Some conception of the amount of business transacted in New York may be gained by noting the value of imports and exports for 1909, amounting to $1,677,575,134.

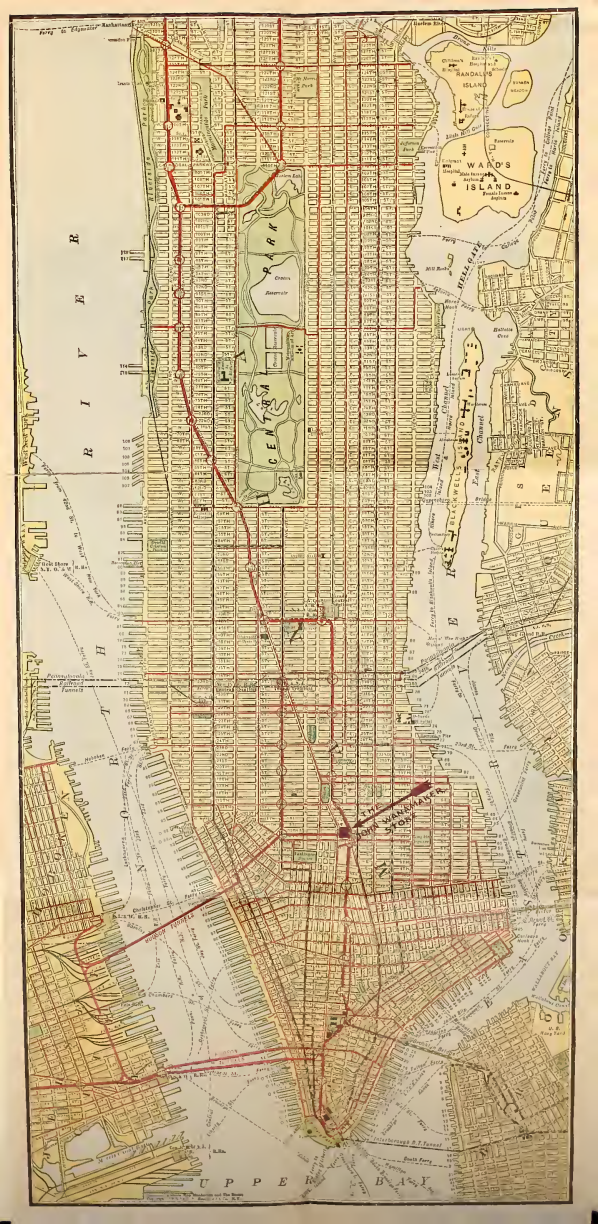
Nearly 815,000 immigrants arrived at this port during the year ending June 30, 1911.

The police force of the greater city is composed of about ten thousand men, quite enough to make a fair-sized city in themselves. The most efficient fire department in the world, with more than four thousand men, is maintained throughout the city.

While New York is surpassed in population by one other world capital, the business supremacy of New York makes the city the world's greatest metropolis.

FAMOUS STREETS.

Of the many famous thoroughfares in this metropolis Broadway is perhaps best known. By day it is a fifteen-mile ravine crowded with a mass of humanity. At night from the Battery to Twenty-third Street it is as quiet as any street in a small town, but beyond Twenty-third Street and up as far as Fifty-


RANDALL'S ISLAND
WARD'S ISLAND
CENTRAL PARK
HELLGATE
BLACKWELLS ISLAND
THE JOHN WANAMAKER STORE
UPPER BAY
RIVER

ninth Street it is a cañon of light and undoubtedly the most brilliant thoroughfare in the world. Thousands of ingenious electric display signs on sides of buildings and housetops begin to flare from early until late at night. Broadway may be called versatile, inasmuch as it has its steamship, financial, jewelry, dry goods, mercantile, legal and theatrical sections.

Fifth Avenue, once a symbol of wealth and glory, where it was commonly believed that none but millionaires in brownstone houses resided, is slowly but surely developing into a business thoroughfare. Every year any number of old mansions are razed and lofty office buildings erected on the same sites. A good view of the avenue may be had from the top of one of the Fifth Avenue omnibuses. Some of the Vanderbilts, Goulds, and other wealthy families still maintain their winter homes on the avenue, and in the regions above Fifty-ninth Street are some of the most sumptuous apartment houses in the world.

Wall Street, the center of the financial district, has its beginning at Broadway and ending at the East River. Trinity Church stands on the opposite side of Broadway directly fronting Wall Street. The comparatively new Consolidated Stock Exchange is on Broad Street near Wall. A sight that never fails to

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Fifth Avenue, the Vanderbilt House

Looking down Broadway from City Hall Park

interest strangers is the seemingly wild group of sidewalk brokers who buy and sell stocks and shares every week day regardless of the weather.

Park Row, better known as "Newspaper Row," is a short but very busy street. Here are located The Sun, The Tribune, Morning and Evening World, and The Press offices. The sidewalks are always thronged with busy newsboys.

The Bowery, famed in song and story, is really a commonplace thoroughfare and so changed from what it used to be that business men want to give it a new name. Efforts in this direction have been

made several different times, but so far they have always been thwarted by a certain group of politicians and old residents.

For several blocks on both sides of the thoroughfare are located cheap lodging-houses, pawn-shops, saloons, dance-halls and moving-picture theaters, where the flotsam and jetsam of every nation on the globe congregate. It is still the Mecca of the sailors and Jack ashore spends much of his time there.

Mott, Pell and Doyers streets are the three short and narrow alleyways that constitute Chinatown, which, like the Bowery, has experienced a regeneration inasmuch as it is nothing like the Chinatown of several years ago.

The Joss-house remains, the chop-suey restaurants are doing business, and the thoroughfares are nightly crowded with sightseers and the almond-eyed inhabitants, but the veil of mystery that once hung over this Mongolian colony is missing. Tong feuds and white slaves are things of the past. The gambling dens once hidden away in the jumble of rookeries are now accessible to the police and daily visits by the bluecoats prevent John Chinaman from indulging in his favorite game of Fan Tan.

One Hundred and Twenty-fifth Street is familiarly known as the "Broadway of Harlem."

"Chinatown"

PARKS AND DRIVES.

Beginning at Battery Park, at the extreme southern end of Manhattan Island, and extending through the city to Van Cortlandt Park at the extreme northern end of The Bronx, is a system of parks and drives more comprehensive and larger than will be found in any other city in the world. No visitor to New York should fail to see at least a few of these beautiful parks.

Scattered throughout the lower portion of the city are many small parks, frequently located in the tenement-house districts. The people find these small but easily reached breathing-places a godsend in hot weather. Probably there is none of these small parks more famous than Mulberry Bend Park, where once were tumbledown rookeries.

Central Park, over two and one-half miles long and half a mile wide, in the heart of the city, is one of the famous parks of the world. There are miles of driveways, walks and bridle paths. Lawns, woodland, lakes, tumbling streams and rugged cliffs of northern Manhattan, still retained, make this park beautiful beyond description. The Zoo, with its many animals, always has its throng of interested

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In Central Park

observers. Farther north in the park are the Metropolitan Museum of Art and the Obelisk.

Opposite Central Park on the Hudson River bank begins Riverside Park. The splendid cross-river scenery forms one of the greatest attractions. At the northern end are Grant's Tomb and "The Claremont," one of America's famous roadhouses. With but few breaks one may travel through small parks and parkways from Riverside Park to Van Cortlandt Park, the largest park easily accessible to downtown New York. Mosholu Parkway leads from Van Cortlandt Park to Bronx Park, and Pelham Parkway from Bronx Park to Pelham Park, a pleasure-ground of one thousand seven hundred acres on Long Island Sound.

The Botanical Garden and the Zoological Garden in Bronx Park are well worth visiting. In Brooklyn, Prospect Park, rivaling in beauty Central Park, is the principal outdoor recreation ground for that borough.

Forest Park, to be laid out in Queens on recently acquired park land, will eventually be one of the most beautiful parks in the entire greater city.

Public golf links are maintained in Van Cortlandt, Pelham Bay and Forest Parks. There are also tennis courts and ball grounds in many of the larger parks.

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Grant's Tomb, the "Claremont," the Hudson and the Palisades

New York City Hall

PUBLIC AND FAMOUS BUILDINGS.

No matter what part of New York you happen to be in you are sure to be in the vicinity of some public or famous building that you will not regret visiting. They are scattered indiscriminately throughout the Greater City. There is one place strangers never fail to see, although thousands of persons who have lived here all their lives have never been near it and have seen it only from a distance.

The place referred to is the Statue of Liberty, situated on Bedloe's Island, within the walls of old Fort Wood. A small steamer makes hourly trips from the Battery. The sight from the torch is well worth the strenuous climb up the winding stairs in the "innards" of the statue.

The Chamber of Commerce at 65 Liberty street is said to be the oldest commercial corporation in the United States. The present magnificent structure was erected in 1910.

City Hall in City Hall Park is where Mayor Gaynor has his office. Here it is that the Board of Estimate and Apportionment holds its meetings and important municipal matters are decided. The Board of Aldermen also meets in its special chamber in the

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New York Public Library

building. In some of the rooms of City Hall are portraits of many notable men and relics of the Revolution.

Of the many "sky-scrapers" mention will be made of but two, the Singer Building, at Broadway and Liberty Street, and the Metropolitan Building, at Twenty-third Street and Madison Square. The tower on the former is 612 feet high, while the tower on the latter is fifty-two stories or 700 feet high.

The United States Sub-Treasury, the site of Washington's first inauguration as President, is located at Wall and Nassau Streets; Washington Arch, Washington Square, foot of Fifth Avenue; Soldiers' and Sailors' Monument, a picture of which appears on the cover of this book, Riverside Drive and Eighty-ninth Street; Metropolitan Museum of Art, Central Park, opposite East Eighty-second Street; American Museum of Natural History, Central Park West and Seventy-seventh Street.

The newest building to be opened to the public is the New York Public Library in Bryant Park, Fifth Avenue and Forty-second Street. This beautiful building of Vermont marble has cost millions of dollars and taken twelve years to complete. Now that it is finished it stands the peer of any library building in the country, and it is really the first New York library that is at all adequate to the needs of the city.

Park Row Building
The original skyscraper

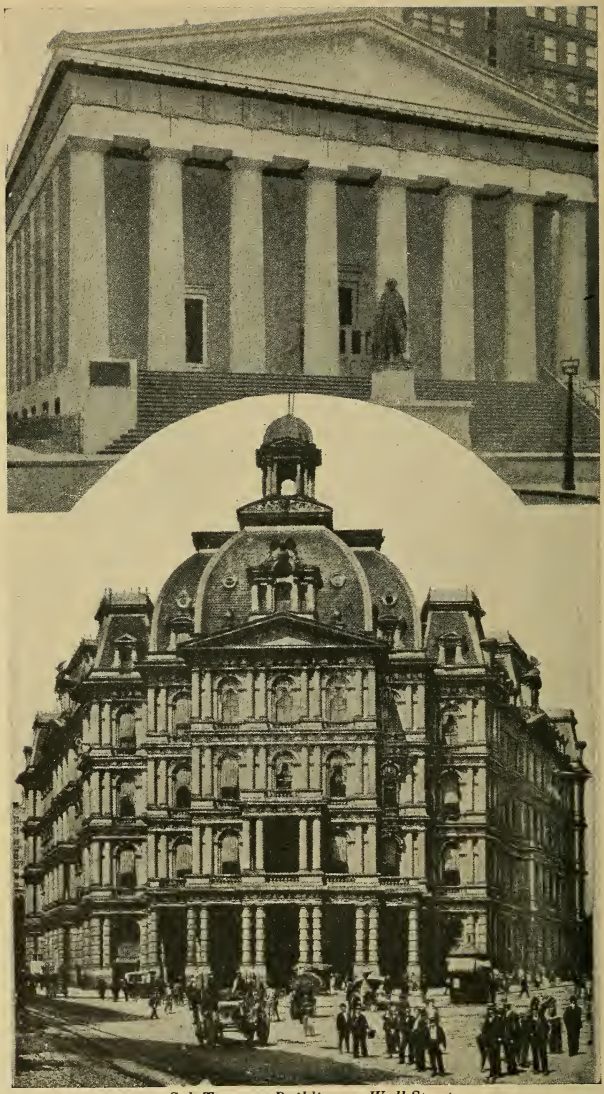
Times Building
Broadway and 42d St.

The "Flatiron"
A unique structure

Hudson Terminal
Twin buildings containing 4000 offices

Metropolitan Tower
700 ft. 3 in. high

Singer Building
612 ft. high



Sub-Treasury Building on Wall Street
The Post Office and Federal Building

CHURCHES.

On lower Broadway, at the head of Wall Street, stands Trinity Church. It is considered an excellent example of the gothic style of architecture. A famous chime of bells hangs in the belfry, and thousands of New Yorkers visit the neighborhood on New Year's eve to hear the chimes ring in the New Year. Trinity Church is the wealthiest church in this country and owns much New York real estate.

With its back to lower Broadway at Vesey Street and Fulton Street is St. Paul's Chapel, built in 1766. St Paul's is a chapel of Trinity and is the only pre-revolutionary church now standing. Officers of the Royal army worshiped here and later President Washington, whose pew is still pointed out to visitors.

Grace Church, at Tenth Street and Broadway, one of the most beautiful churches of the city, is built of white stone in decorated gothic style and is surrounded by a group of buildings for church enterprises. A lawn surrounds the church and it is a common sight in the Spring to see the iron fence along the sidewalk lined with people who have stopped to look at the early crocuses. Illustration of Grace Church appears on page 22.

St. Patrick's Cathedral

St. Mark's Church, at Tenth Street and Second Avenue, occupies the oldest church site in Manhattan Island. Peter Stuyvesant built the first church on this site and Stuyvesant is buried in the churchyard.

"The Little Church Around the Corner," much beloved of the actors and well known through them, is on East Twenty-ninth Street, near Fifth Avenue. The Church of the Transfiguration is its more formal name.

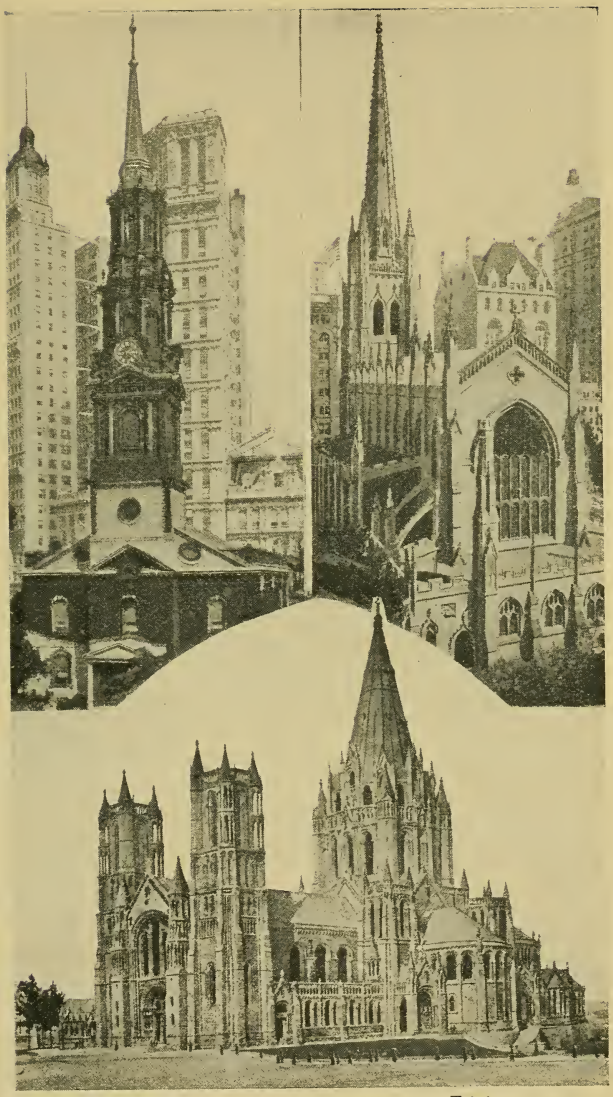
St. Patrick's Cathedral, the great monument of the Roman Catholic Church in America, is on Fifth Avenue, between Fiftieth and Fifty-first Streets. St. Patrick's Cathedral holds rank with great cathedrals of Europe in size, beauty and dignity.

The Cathedral of St. John the Divine, partly finished, between Amsterdam Avenue and Morningside Park, at 110th Street, is to be the great American cathedral of the Protestant Episcopal Church. It will cost many millions of dollars and will require many years to complete. A portion of the building is now finished, has been consecrated and is in regular use. This cathedral will be one of the greatest and most magnificent in the world.

In the greater city there are more than one thousand churches; Brooklyn being known at one time as the City of Churches.

There are many denominations represented.

Armenian Evangelical
Baptist
Chinatown Mission
Christian Scientist
Congregational
Dutch Reformed
Evangelical
Friends
Greek Catholic
Greek Orthodox
Japanese Mission
Jewish
Lutheran
Methodist Episcopal
Moravian
Presbyterian
Protestant Episcopal
Roman Catholic
Russian St. Nicholas Church
Salvation Army
Scandinavian Mission
Seventh Day Adventists
Unitarian
United Presbyterian
Universalist
Volunteers of America



St. Paul's *Trinity*

Cathedral of St. John the Divine

Metropolitan Museum of Art

Beyond question, the most famous museum in the country is the Metropolitan Museum of Art, located in Central Park opposite East 82d Street.

All the fine arts are represented in contributions from every race at every period of progress in art.

The other great museum is the American Museum of Natural History, on Central Park West, at 77th Street. Every one will take great interest in the thousands of specimens, ranging from the skeletons of prehistoric monsters to the Tiffany collection of precious jewels.

The Aquarium in Battery Park, though not a museum, makes a strong appeal to every visitor. Contained in fresh and salt water tanks there are thousands of living specimens of fish, seals and other marine animal life.

The Jumel Mansion, of distinctly Colonial architecture, stands at One Hundred and Sixty-fifth Street. It was erected in 1758 and was first occupied by Mary Philipae, whom Washington once courted. Some time later Mme. Jumel moved into it. While living there she became the wife of Aaron Burr.

In that section of the Metropolis between Twenty-third and Fifty-ninth Streets there are probably more hotels and eating places than in any one city in the world. Although the Waldorf-Astoria was once credited with the last word in splendor and service, there are now any number of hotels that equal if not excel it.

However, the Waldorf continues to house its share of notable visitors. It is always very gay when foreign dignitaries come to this country.

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Waldorf-Astoria

Hotel Astor

Other hostelries where fashionable people like to stop are the St. Regis, Hotel Netherlands, Hotel Knickerbocker, Hotel Astor, Hotel Belmont, the Ritz-Carlton, Manhattan Hotel, and Marie Antoinette. Traveling men often stop at either the Prince George, Cadillac, Breslin, the Park Avenue, Marlborough, Lorraine, Broadway Central, Continental, or Albemarle. The Martha Washington is conducted by women for women.

Where to dine in New York is not a difficult problem. There is a restaurant for every nationality and there is something for every taste. In London all restaurants serve the same thing. In New York you can get every kind of food ever heard of, prepared in every possible style known.

Delmonico's, Sherry's, Martin's, the Imperial, and Rector's are a few of the more fashionable places. Then there is Shanley's, Jack's, Brown's Chop House, Burns', Healy's, all places patronized by the theatregoers, actresses and actors. If it is German food you want, Lüchow's, Reisenweber's and Pabst's Grand Circle are but a few of the Teutonic restaurants.

The Italians have some of the best restaurants in the city. Their table d'hote dinners are famous—and comparatively cheap. There are so many of them that only a few can be mentioned, such as Gonfarone's, Colaizzi's, Maria's, Guffanti's, Moretti's, and Baroni's.

The principal Hungarian restaurants are the Cafe Boulevard and Little Hungary. There are any number of French places, such as Mouquin's, the Lafayette-Brevoort, Cafe des Beaux Arts, Cafe Pacheteau, Martin's, and La Parisienne Rotisserie.

Or if you wish to try a Spanish dinner it can be obtained at the Hotel America. Still if you prefer to taste of that succulent Chinese dish, chop suey, there are any number of Celestial eating places scattered about the city. The most pretentious, however, is the Port Arthur, in Chinatown.

Shore dinners, consisting principally of prepared sea food, such as steamed clams, clam broth, oysters on the half-shell, boiled lobster and baked fish, are served in a special way by most of the seaside hotels and restaurants. At some of them you may sit on the veranda built out over the water, cast in a line with a hook properly baited and catch your own supper.

The Aquarium and Statue of Liberty

The Hippodrome

PLACES OF AMUSEMENT.

It is easy to be amused in New York. There are hundreds of amusement enterprises in the city. More theatres are on Broadway than on any other thoroughfare in the world. It is a well-known fact that if a play is accepted by a Broadway audience, its success is assured. No matter what your taste may be —comedy, tragedy, comic opera, melodrama, burlesque or vaudeville—you will find what you want in one or more of the many playhouses. The moving picture fad is responsible for several thousand moving picture theatres, scattered throughout the Greater City.

If you prefer grand opera, there is only one place to hear the best, and that is at the Metropolitan Opera House. There the world's famous men and women song-birds, such as Caruso, Bonci, Amato, Geraldine Farrar, Mary Garden, Louise Homer, Lillian Nordica, Olive Fremstad and others who demand a thousand or more dollars for every performance in which they take part air their marvelous voices during the season. Besides hearing the singers, the "diamond horseshoe," as the row of boxes occupied by the wealthy patrons of the opera is facetiously spoken of, is a sight worth while.

In Carnegie Hall, Fifty-seventh Street and Seventh Avenue, symphony concerts, piano and violin recitals, lectures, etc., are held. It has a seating capacity of 2,626.

The Hippodrome is really one of the wonders of the metropolis. Here mammoth and gorgeous spectacles, in which often as many as 1,000 persons and 100 horses participate, are given without seriously taxing the big stage. It requires a small army of stage hands to keep things moving smoothly. Many of the mechanical devices used to produce scenic effects and weird feats, such as groups of beautiful young girls popping out of the water only to go flying through the air like so many white-winged doves, are guarded jealously by the management and their workings kept a secret from the public.

This immense amusement house has a seating capacity of 5,000, and although two performances are given daily, it is invariably crowded. Located at Sixth Avenue and Forty-third Street, it is easily reached from any part of the city.

Madison Square Garden is soon to be torn down. This spacious building has been the scene of many stirring events. Horse, dog, sportsmen and motor boat and pure food shows are generally held here, as well as circuses, six-day bicycle races, athletic games, conventions, military reviews, etc. It has a seating capacity of 6,500.

Grand Central Palace, Lexington Avenue and Forty-sixth Street, is also used for show purposes. While not as large as the Garden, it can provide floor space for numerous booths and still accommodate thousands of persons.

Brooklyn has its Academy of Music, built three years ago, to replace the famous old Academy on Montague Street, which was burned to the ground in the early morning of Nov. 30, 1903. The new structure is located at Lafayette Avenue and Ashland Place, and is very easy to reach by taking a Brooklyn express subway train, riding to the Atlantic Avenue Station—the Brooklyn terminus of the subway—and walking one short block through Ashland Place.

The Wanamaker business occupies two buildings—the fine old structure erected by A. T. Stewart, with its eight floors, and the new Wanamaker Building, occupying the entire block south of the Stewart Building, with sixteen floors. Combined area of the two buildings, about 32 acres.

Two large tunnels under and a double-deck bridge over Ninth Street connect the two buildings.

These two buildings enable the Wanamaker business to specialize to a great degree and to arrange stocks for the greater convenience of customers.

For instance, the old store home of A. T. Stewart is given over entirely to a women's store—carrying wearing apparel for women and the things that women generally purchase. Each section is in charge of a man or woman who is an expert in that particular line, and whose entire time and talents are given over to the one purpose to make that the best specialty store of its kind to be found in the country.

In this store are many beautiful salons, notable among which are the Salons of Marcelle Demay, where are shown the creations of this famous artist.

On the fourth floor of this building is a tea room noted the world over for its dainty dishes, and one of the favorite luncheon places in New York.

Grace Church and the

The appointments of the women's store are luxurious, and its merchandise is representative of the best the world has to offer.

The fashion exhibits that are held in this store each season are looked forward to by New York women as

sounding the authoritative note from Paris. So close is the connection of Wanamaker's (through its permanent Paris staff) with the great artists and designers of Paris, that new things keep coming by every steamer, and students of fashion say that the new things are shown at Wanamaker's almost (if not altogether) simultaneously with the Paris shops.

n Wanamaker Store

In the basement of the women's building is a lower priced store, largely devoted to wearing apparel.

Considerable floor space is occupied by the Sporting Goods Store where everything in the line of apparatus and sport accessories for both indoor and outdoor games are sold.

On the Broadway side is the lunch room, soda water fountain, ice cream parlor and candy shop. In the candy shop none but pure and wholesome confections made by our own candy experts in our own sanitary factory are sold; the best candies that can be made and sold at the prices asked.

Again the careful specialization, and the care of customers is seen in the New Building. Here the main floor from Eighth to Ninth Street, Broadway to Fourth Avenue, is given over to a men's store.

In the center of this store is an exact reproduction of the famous shops in the Burlington Arcade of London, and here are shown day by day the latest fashions for men.

In an annex building at Eighth and Broadway (soon to be taken into the New Building) is a lower priced store for men—a store that sells absolutely all-wool clothing at prices asked elsewhere for cheap cotton trash.

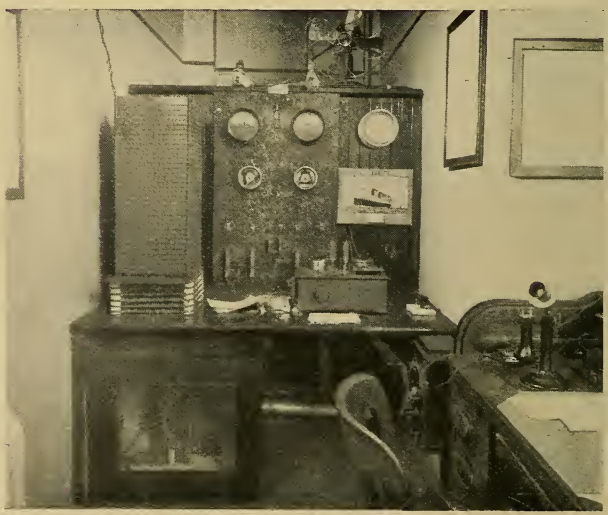
In the basement of the New Building, opening directly on Astor Place Station of the Interborough Subway, is a wonderful Store of Housewares.

The seven upper selling floors of this New Building constitute the well-known Wanamaker Galleries of Furnishings and Decorations.

On the first gallery is the piano salon, where is gathered the largest collection of notable pianos in the world. On this same gallery is the Auditorium —noted for its beautiful decorations, as well as for the fine musical programs and other entertainments given within its walls.

On the other galleries are notable collections of china, cut-glass, art wares, upholstery, rare rugs and beautiful furniture and pictures.

Here too is the famous "House Palatial," a complete two-story house fitted with the most elaborate care, and the Model Moderate Cost Apartments, showing how artistically a home may be fitted up for a moderate outlay of money.



Wireless Station on Roof of New Wanamaker Building

There is a splendid restaurant commanding an excellent view of the city, and a collection of salons of paintings on the eighth gallery.

The John Wanamaker idea of modern storekeeping is:

To gather conveniently under one roof all the world's multitudinous products, for personal wear and the furnishing of the home. To select them with expert care and wise discrimination—buying always the best, but buying with such knowledge and judgment that the merchandise may always be sold at the lowest possible price.

Keeping constantly in stock the staple merchandise in general demand, but assuming the greater duty of sending the buyers into strange places, seeking for the new and different things not found in the usual channels of trade.

Always seeking to do a better thing than has been done. Working aggressively with manufacturers to have merchandise better made or manufacturing conditions improved. To place orders conveniently, so that economies in the cost of production may be secured for the public. To develop constantly new and better styles, and produce them at prices usually lower than equal qualities in ordinary designs.

Recognizing the fact that errors will creep in, to blight the best intentions, in a great institution that depends upon human heads and hands, many of which must be constantly newly trained, but always regarding each fault as monstrous until cured, so that continued error cannot exist.

Providing a store service that is polite, intelligent, prompt and efficient, to make shopping as pleasant as it is satisfying. Recognizing the fact that good morals and good manners are of as much importance as good merchandising, that the customer's comfort and convenience deserve first thought and that nothing but perfect satisfaction ever seals a sale.

To do every minute the utmost that the experience of almost half a century has taught; sparing no pains or expense where service or facilities can be improved. To do the best that is known to-day, and still seek for the better to-morrow and do it.

DRY-AIR COLD STORAGE.

The Wanamaker Dry-air Cold Storage Plant provides the most perfect form of fur storage yet devised. It is of absolutely fire-proof construction—steel and concrete—with a capacity for storing over fifty thousand garments, rugs and similar articles. It is kept at a temperature of about 20 degrees which effectually prevents any damage from moths. No pipes enter the vault, hence all danger from dampness and mildew is avoided. A constant circulation of pure dry cold air is maintained, which keeps the furs in the best possible condition.

PIANO SALONS.

The Wanamaker Piano Salons on the first gallery of the New Building are undoubtedly the most superbly appointed salesrooms in the world. The splendid Greek Room is exquisitely decorated. Its walls and columns are covered with elaborate marquetry work, and the ceiling is done in gold leaf. Some of the rooms are decorated in pure Venetian Gothic; others are in simple Colonial style. The Art Room is an adaptation of the Louis XVI period, in white and gold, with decorative panels over the doorways. The six rooms that surround it are each decorated in a different period—Louis XIV, Louis XV, Empire, Italian, Renaissance, Colonial and Flemish.

In these rooms are assembled the world's greatest pianos—Chickering, Schomacker, Emerson, Lindeman Sons, Kurtzman, Marshall & Wendell, Campbell and Knabe.

In the foyer the above pianos are shown, and with them are such player-pianos as the Emerson-Angelus Grand, the Knabe-Angelus, the Schomacker-Angelopian, the Lindeman-Angelus, the Lindeman Player-piano and the Autopiano.

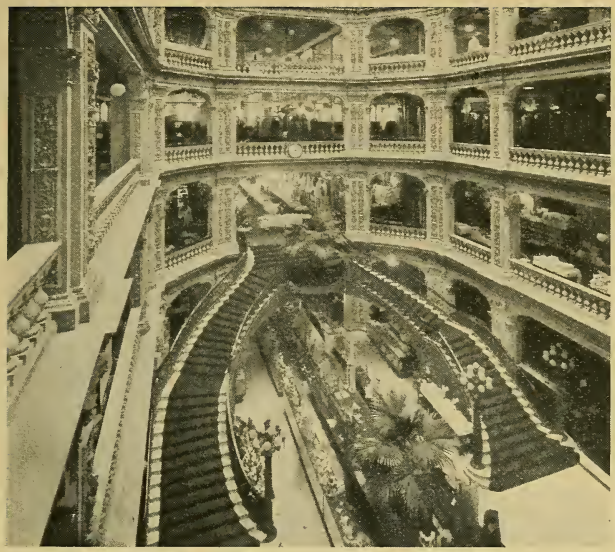
BURLINGTON ARCADE.

The Burlington Arcade on the main floor of the New Building is an exact reproduction of the Burlington Arcade in Piccadilly, London, the place of small, quaint shops mainly devoted to the display of men's furnishings.

The fittings of the English shops have been carefully reproduced, and the shop windows are dressed in English style. The goods sold in the little shops are selected by commissioners who make a careful study of the fashions and habits of the Englishman, as well as of the demands and requirements of the American man.

There is now installed in the Arcade a tailoring shop for men, where a corps of expert tailors produce clothes equaling, if not excelling, the best procurable elsewhere in New York.

The Burlington Arcade is the New York home of the Redleaf label. The gloves, cravats, collars, shirts, underwear, luggage, leather goods, etc., bearing this famous trade-mark cannot be purchased elsewhere in New York.



THE ROTUNDA.

The Rotunda has its beginning on the main floor of the Old Building, and rises in stately magnificence to the topmost floor, each floor forming a series of carved balconies. The first floor is reached by an imposing marble, double staircase. The steps are covered with velvet.

During the Yuletide season, holidays and gala days the rotunda and the balconies are turned into a beautiful spectacle by our corps of clever decorators.

MARCELLE DEMAY SALON.

The Marcelle Demay Salon on the second floor of the Old Building is copied after the salons of that talented modiste at 11 Rue Royal, Paris. The decorations are in soft French gray. Thick, heavy carpet that is harmonious with the surroundings covers the floor. To complete the picture the salesgirls wear gowns of French gray. In the salon are many long mirrors in which gowns and hats may be seen at the best advantage.

Marcelle Demay Salon

The Wanamaker Art Gallery is on the eighth floor of the New Building, adjoining the restaurant. All the paintings are from the Paris Salon, and are done by such well-known artists as Berger, Olivier, Roullet, Jean Pierre Laurens and Gagneau. Among the many excellent paintings are "Brittany Fishermen" by Marvinez, "Going to Vespers" by Charlet and "Departure of the Harvesters" by de Mulertt.

Art Gallery

THE BRIDGE OF PROGRESS.

The Bridge of Progress connecting the Old and the New Buildings is symbolic of the growth and upbuilding of the Wanamaker business in New York. The architecture of the bridge is an adaptation of the Italian Renaissance School, designed to show harmony with the architecture of both buildings.

Restaurant

RESTAURANT.

The Wanamaker Restaurant on the eighth floor of the New Building is delightfully situated, as it overlooks the greater part of Manhattan, and Brooklyn lying beyond the East River. The seating capacity is over eight hundred.

The kitchen is modern and scientific in every detail. Few of the largest hotels are so well equipped, which, together with a most capable and original chef, is responsible for the excellence of the cuisine.

French Salon in the House Palatial

THE HOUSE PALATIAL.

The House Palatial or the "Home Beautiful," an appellation given it by hundreds of persons who have been charmed with its splendors, consists of twenty-four rooms designed in correct period or modern style, and every room in the house obviously different in character, although all help make up a harmonious whole. It represents the very acme of the house designing, furnishing and decorative arts.

A library, music-room, bed-rooms, play-room, nursery, dining-room, rooms for college girls and boys, bridal-chamber, guest-room, parlors, living-rooms, kitchen, bath-room and Italian garden are shown completely furnished in every detail.

AUDITORIUM.

The magnificent Auditorium—the great music hall —is located on the first gallery of the New Building. It occupies a space of 80x100 feet, and extends through three floors of the building. Chairs on the main floor and balcony provide accommodations for 1,500.

The entire inside area of the Auditorium is free of supporting pillars. The arch, which supports the ten stories above, is one of the largest and heaviest pieces of steel construction ever put into a building.

The mural decorations were done by Frederick K. Frieseke, of the Société Nationale des Beaux Arts of Paris, who ranks among the foremost of mural painters, as the decorations attest.

The wonderful Austin Organ in the Auditorium has sixty-four speaking stops, as well as swells, couplers, etc., and four banks of keys. Controlled by the stops are two chimes of bells, a snare drum, kettle drums, cymbals and triangle. The organ has a self-playing attachment—the largest organ so controlled in the world—and can be played by means of music rolls when desired.

EDUCATIONAL INSTITUTIONS.

Columbia University, with its imposing library building, the gift of ex-Mayor Seth Low, occupies a commanding position on Morningside Heights (116th Street). Columbia, originally King's, College was founded in 1754, and located near Trinity Church, at the southern end of Manhattan. The present location of the university is its fourth, and is believed to be permanent. The university is composed of the "College of Arts," the "Department of Science," the "Law School," the "Department of Political Science" and the "Department of Medicine." The latter is not located in the university building proper, but is established on West 60th Street, near Roosevelt Hospital. Affiliated with Columbia is "Barnard College," for women, and the "Teachers' College."

The College of the City of New York is maintained by the city as a free institution for young men of the city. Both classical and scientific

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The Library—Columbia University

courses are offered. The buildings are at Amsterdam Avenue and 140th Street.

The Normal College is another city institution, offering, principally, courses tending to the preparation of young women to serve as teachers in the public schools.

The University of the City of New York is a smaller but progressive institution, whose undergraduate departments are in a series of new buildings in The Bronx, near Kingsbridge. Here is located the "Hall of Fame," with panels for 150 bronze tablets commemorating distinguished Americans.

The Roman Catholic Church maintains several educational institutions, chief of which is St. Francis Xavier's College.

Cooper Union, at the junction of Third and Fourth Avenues, is a great free school endowed by Peter Cooper in 1857. Most of the courses offered have a practical value suited to the thousands of students, most of whom are employed at various occupations during the day time. Telegraphy and stenography are among the special subjects taught.

RAILROAD TERMINALS.

In Manhattan there are two noted railroad terminals. The Grand Central Station is the terminus

The Pennsylvania R. R. Station

of the New York Central and Hudson River, and the New York, New Haven and Hartford Railroads. The Pennsylvania Station receives the through trains of the Pennsylvania System, and of the Long Island Railroad. Those railroads approaching New York through New Jersey have ferry slips on the North River at points between West 23rd Street and Liberty Street. Passengers on all of these roads, with the exception of the Central Railroad of New Jersey and West Shore Railroad, may also reach New York by using the Hudson Tunnels, running from the Jersey City Terminals to the Hudson Terminal at Cortlandt Street, and by another branch up Sixth Avenue to 33rd Street. This latter branch of the Hudson Tunnels also forms a local transit line from 33rd Street to Christopher Street.

STEAMSHIP LINES.

The ships of no less than forty-seven steamship and steamboat lines sail from the port of New York, on regular schedules for nearly all parts of the earth.

The world's largest, swiftest and most palatial liners are among these ships. The Cunard, American, White Star, North German Lloyd, and Hamburg-American Lines are some of the principal

S. S. Olympic

Transatlantic Lines. Then there are the West Indian, coasting, Sound and river lines, in addition to those sailing less frequently to many foreign ports.

Some of the German ships dock at Hoboken, New Jersey, across the Hudson River from New York, but there is a continuous line of docks in New York extending down the Hudson, up the East River, and on the Brooklyn shore.

BRIDGES AND TUNNELS.

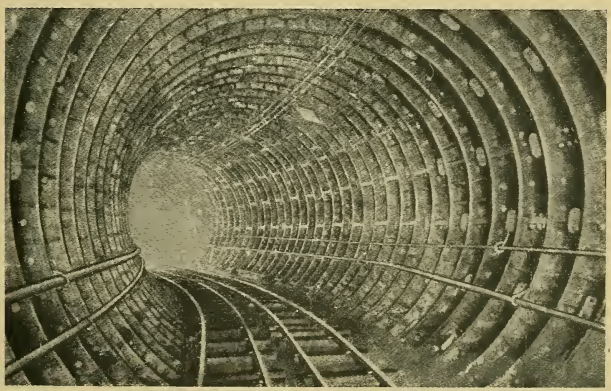
Work on the Brooklyn Bridge, the original giant in suspension bridges, was commenced on January 3, 1870, and completed May 24, 1883. Width, 85 feet; total length, 6,537 feet; cost, $10,000,000.

The construction of the Williamsburg Bridge was begun October 28, 1896, and completed December 1, 1903. Length, 7,200 feet; width, 118 feet.

The Queensboro Bridge is a cantilever bridge. Cost, $12,548,500; length, 8,601 feet.

The Manhattan Bridge is the greatest suspension bridge in the world. Length, 6,855 feet; width, 120 feet.

The Hudson River Tunnel System operates double tunnel tubes from Sixth Avenue and Thirty-third Street and Church Street and under the Hudson River to Hoboken and Jersey City. Length, three miles.



Showing the steel-ring construction, cement covered, of the under-river tunnels

Queensborough Bridge

Brooklyn Bridge, the first East River bridge

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Fraunces Tavern

There are so many points of historic interest in New York that it is almost impossible to mention all of them. Of the many the one that probably attracts the most people is Fraunces Tavern. A few years ago it was thoroughly renovated and now a first-class restaurant is being conducted on the first floor. In a room, on the second floor, that is pointed out to visitors, George Washington bade farewell to the Continental generals at the close of the Revolution in 1783. The tavern was built in 1730.

Columbia University stands on historic soil. The Engineering Building marks the victory of Harlem Heights, fought during the Revolutionary War. Barnard College for Women covers the "Bloody Buckwheat Field."

Bowling Green, which is now considered to be a part of the Battery, was once a drilling ground for the Dutch in 1626 and a bowling green for the British of 1732. Later it was the site of a leaden statue of George the Third. In 1776 the statue was torn down by the Sons of Liberty, and melted up into bullets.

Wallabout Bay, on the Brooklyn shore, is where the old prison-ship Jersey was once moored. In her hold hundreds of American soldiers died from the effects of filth and starvation. In memory of those heroes a Martyrs' Monument stands on a high elevation in Fort Greene Park, Brooklyn.

The Trinity Churchyard contains the graves of William Bradford, who printed the first newspaper in New York; of Alexander Hamilton, who was killed in a duel with Aaron Burr; of Robert Fulton, the inventor of the steamboat; of "Charlotte Temple," whose name is familiar to many readers of fiction, as well as theatre-goers, and many others.

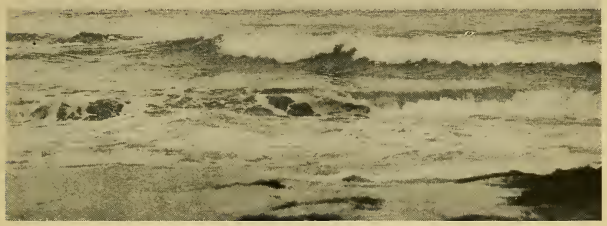
Long Island, too, was the scene of many stirring events during the Revolutionary War. The old Cortelyou House is standing at Third Street and Fifth Avenue, in Brooklyn. Around it 1,000 British soldiers and 700 Continentals fought, and when the battle was over the British were routed and fled, leaving 200 dead on the field.

Prospect Park, the largest in Brooklyn, was the scene of the Battle of Long Island. There the conflict waged fiercely. This park is beautiful and many persons, particularly Brooklynites, maintain it eclipses Central Park.

The statue of Nathan Hale, whose utterance as he was led to the gallows, "I regret that I have but one life to give to my country," is or should be firmly imprinted in the minds of every school-boy and girl, stands in City Hall Park, facing Broadway.

At Broad and Beaver Streets, there is a tablet which was placed there in commemoration of the gallantry of Marinus Willett, who in 1775 confiscated from the British soldiers, muskets with which he armed his troops. That brilliant event took place in the near vicinity.

In 1770 on the spot now the corner of William and John Streets, the Sons of Liberty and the British troops fought what was really the first battle of the Revolutionary War. It was known as the "Battle of Golden Hill."



One advantage of visiting New York in the Summer is the opportunities offered by the many seaside resorts in the near vicinity to persons desirous of escaping from the city's heat. A half hour's ride either on train or boat will take you to any of the amusement centers by the sea.

Of course, everybody knows about Coney Island. A trip to New York would be incomplete unless this famous and undoubtedly the largest "fun spot" of the globe was visited. Large, commodious boats leave the Battery every half hour for the Island. The sail down the bay and through the Narrows is delightful and well worth taking. There are several ways of getting there by rail. The quickest is to take a Coney Island Express train at the Brooklyn Bridge.

A great treat is in store for you when you reach your destination. Luna Park and Steeplechase vie with each other in conceiving and constructing the biggest laugh producers. The two parks are crowded with amusement devices and interesting concessions. At night the illuminations are really beautiful. A small admission fee is charged by each.

Then there is the Bowery, a narrow alleyway about eight blocks long, lined from one end to the

other and on both sides with concert and dance halls; Greek, Italian and Chinese restaurants; frankfurter, hot-corn, ice-cream and "sea-food" stands; carrousels, swings and scenic railways and many other catch-penny schemes. In the little side streets having their beginning at this lively lane and ending at the beach front are more cafes, beer gardens, photograph galleries, etc.

Surf Avenue is the main thoroughfare in this resort down by the ocean. It, too, is a jumble of hotels, better-class eating houses, moving picture theatres, roller-skating rinks, water rides and "shoot-the-chutes."

In the old days Coney Island had an unsavory reputation, but with the advent of the large amusement parks under systematic management, and with the work of several efficient police captains, the Island has been so improved that any one may visit this great playground without annoyance.

Brighton means just a fifteen-minutes' walk along the beach in an easterly direction. Here, facing the ocean, is the mammoth Brighton Beach Hotel, with its lengthy veranda, where hundreds of persons dine nightly. An excellent band provides music for the diners and the several thousand men, women and children who occupy benches in the garden in front of the hotel. Two first-class theatres are near by.

Rockaway Beach and Far Rockaway are growing in popularity each year. Both are similar to Coney Island, only on smaller scales. The bathing is exciting because a high surf is always rolling. At both places there are Summer colonies and tent cities.

Glen Island is a delightful spot situated about ten miles up the Long Island Sound and opposite New Rochelle. The most direct route is by boat, which to reach its destination plies through the East River, Hell Gate and the Sound.

Another pleasant sail is to Asbury Park and Long Branch, on the New Jersey coast, going down New York Bay, passing the twin lighthouses at Atlantic Highlands, and up the beautiful Shrewsbury River.

WANAMAKER WIRELESS TELEGRAPH SERVICE.

The Wanamaker Stores in New York and Philadelphia are the first in the world to be equipped with Wireless Telegraph Service. The two stations are official stations of the Marconi Wireless Telegraph Company of America, and are open for the receipt of messages during the hours the stores are open.

Messages for steamers are received at the Marconi Office, main floor, motor entrance, Old Building. Direct communication can be had with all ships equipped with Marconi apparatus within 150 miles of the Wanamaker Stores. Messages will be charged for at the regular rate, $2 for the first ten words and 12 cents for every extra word. Address and signature free of charge. The station on the roof is open to visitors.

Approximate times that telegrams should reach the undermentioned stations for transmission to steamers are given below in the official Marconi toll book.

Coast Station	Rate	No. of Hours Out	From Port of Arrival or Departure
Wanamaker, N. Y.....	$2.00—12	4	New York
Wanamaker, Phila.....	2.00—12	4	Philadelphia
Cape May, N. J.....	2.00—12	10	Philadelphia
Cape May, N. J.....	2.00—12	24	Baltimore
Cape May, N. J.....	2.00—12	10	New York
Virginia Beach, Va.....	2.00—12	28	New York
Fernandina, Fla.....	2.00—12	50	New York
Key West, Fla.....	2.00—12	65	New York
Sagaponack, N. Y.....	2.25—13	10	New York
Sagaponack, N. Y.....	2.25—13	24	Philadelphia
Sagaponack, N. Y.....	2.25—13	36	Baltimore
Siasconset, Mass.....	3.00—18	24	New York
Siasconset, Mass.....	3.00—18	36	Philadelphia
Siasconset, Mass.....	3.00—18	48	Baltimore
Camperdown, N. S.....	4.00—24	36	New York
Camperdown, N. S.....	4.00—24	48	Philadelphia
Camperdown, N. S.....	4.00—24	60	Baltimore
South Wellfleet, Mass.....	5.00—50	60	New York
South Wellfleet, Mass.....	2.00—12	12	Boston

In addition to the above service the principal Transatlantic Liners may be reached during the entire voyage. Messages must be filed at the Company's Office for such service.

The above are the wireless rates; senders must pay in addition the regular landline tolls to the coast stations.

PLACES OF INTEREST, HOW TO GET THERE AND PAGES ON WHICH THEY ARE MENTIONED

	PAGE
Battery—Subway to South Ferry	3
Wall Street—Subway to Wall and Broadway	4
Park Row—City Hall	5
Bowery—Chatham Square to Astor Place	6
Chinatown—Mott, Doyers and Pell Streets. Reached from Chatham Square	6
Central Park—From Fifth to Eighth Avenues. From 59th to 110th Streets	7
Riverside Drive—Fifth Avenue 'Bus runs entire length to 135th Street	8
Grant's Tomb—Riverside Drive and 125th Street	8
Van Cortlandt Park—End of Broadway Subway	8
Bronx Park—Lenox and West Farms Subway Express	8
Statue of Liberty—Boat leaves from the Battery	9
City Hall—Near Brooklyn Bridge Entrance	9
Singer Building—149 Broadway	10
U. S. Sub-Treasury—Wall Street	10
N. Y. Public Library—Fifth Avenue, 40th to 42d Streets	10
Trinity Church—Head of Wall Street	13
Grace Church — Broadway and 10th Street, opposite Wanamaker's	13
Cathedral of St. John the Divine—Cathedral Heights and 110th Street	14
St. Patrick's Cathedral—Fifth Avenue and 52d Street	14
Metropolitan Museum of Art—Central Park at 82d Street	16
Jumel Mansion—Subway to 155th Street Station	16
American Museum of Natural History—Central Park West and 80th Street	16
Aquarium—Battery Park	19
John Wanamaker Stores — Broadway, 8th to 10th Streets	22 to 33
Columbia University—Subway to 116th Street	34
College of City of New York	34
Pennsylvania Railroad Terminal—Seventh Avenue and 32d Street	35
N. Y. Central—42d Street East	35
Fraunces Tavern — Broad Street Subway to Wall Street	39

LIBRARY OF CONGRESS
0 000 903 715 9